**UW Certificate Program in**

**Social Media Technologies & Implementation**

**SOC MED 100: Social Media in Business**

Autumn 2013

October 2 – December 11, 2013, Wednesday, 6-9:00 PM

**INSTRUCTOR**

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**COURSE OVERVIEW**

As users of social media in our personal lives, we are used to having conversations with friends, planning events, sharing interesting information or even collaborating in real time. Imagine if these same capabilities were available in the work environment. What would be the impact on efficiency, productivity, creativity, and competitive leverage, particularly in these days of the knowledge economy. The most successful companies today are changing from business as usual to “social business”. They are successfully leveraging social technologies to increase employee engagement and recognition, improving customer service and support, collaborating with suppliers, partners and customers to accelerate innovation, implementing effective marketing, PR and crisis management. The McKinsey Global Institute reported that “fully networked” organizations – organizations using social networking technologies internally and externally – enjoyed significant benefits such as competitive leadership and higher profit margins. In fact, they report that such organizations are 50% more likely than others to become high performers in their sectors.

The Social Media in Business course is designed to provide students with a broad yet deep understanding of Social Media technologies and their use within a variety of business contexts such as marketing, HR, Customer service and product innovation.

**COURSE WIKI**

<https://uwsmcwiki.wikispaces.com/>

**COURSE BLOG**

<https://uwsmcblog.wordpress.com>

**COURSE OBJECTIVES**

At the end of this course, students will be able to:

* Describe the history and evolution of social media, with particular emphasis on business usage
* Practice important social media concepts such as listening, content creation and curation, audience engagement, and data driven decision-making to further business goals and objectives
* Draft social media strategies and plans

**PEDAGOGY**

This class will comprise lectures by the instructor and social media practitioners, in-class discussion of case studies and suggested readings for each session, individual and group learning exercises.

### *Typical Class Session Agenda*

90 minutes – lecture by instructor or guest speaker and class discussion

15 minute break

90 minutes – Students present progress and discuss the Community Management Project assignment. Work on the next steps of their project.

**READING MATERIALS**

There is no assigned textbook for this course. The following books are highly recommended:

* [The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change](http://www.orbis.eblib.com.offcampus.lib.washington.edu/patron/FullRecord.aspx?p=589081) by Jennifer Aaker and Andy Smith
* [Social Media ROI](http://www.amazon.com/Social-Media-ROI-Measuring-Organization/dp/0789747413/ref=sr_1_2?ie=UTF8&qid=1299195744&sr=8-2) by Olivier Blanchard
* [Social Business by Design](http://www.amazon.com/Social-Business-Design-Transformative-Strategies/dp/1118273214) by Dion Hinchcliffe and Peter Kim

In addition, there are recommended readings with each class session as well as links to relevant online sources on the course wiki.

|  |  |  |
| --- | --- | --- |
| Assignments | Score | Total |
| Social Media ActivitiesSet up Personal Profiles on the six channelsFollowership – cohort, TA, Instructor, Influencers5 Social Media Topic Content Posts for 10 points/Social Media Topic Research and ContentIn-class presentation of Social Media Topic | 5 points5 points50 points20 points10 points | 90 points |
| Class Participation |  | 10 points |
| Total for all assignments |  | 100 points |
| Total required to pass |  | 70 points |

## Tips to get started:

Review the social campaign planning guide <here>. We will discuss the various steps in this guide as the course progresses.

Share information about yourself, ask questions, and get to know your cohort. What interests them, what content will they find engaging, how can you stimulate online conversations? Your classmates are your target audience.

Start discussing social media topics you are interested in, you want to learn more about, or share insights you found particularly helpful. Look here for ideas on topics you [should select](#_List_of_Topics) from. If there is a social media related topic not on this list that you are really interested in choosing, please check with the instructor.

Do some research – scour the social channels you have been assigned for good and bad examples of social media communities and brands. Evaluate them for what they have done well, what not so well. What are some lessons learned that can you discuss with your teammates, and apply to your project?

Do you think that the social page design is well done? Can it be improved? What are some ways in which to improve it?

Who are some local social media influencers? Follow them, share their posts and discuss them on your channels.

What local social media events are there in the next 10 weeks? Attend one if possible and share information from the event.

Explore different ways of presenting content – written material, photos, videos, infographics.

How do you remain true to the channel’s tone while maintaining brand voice consistency across each channel?

### Examples of social media pages and online activities you may want to explore:

<http://contentmarketinginstitute.com/blog/>

<http://smcseattle.com/>

<http://www.meetup.com/Seattle-Social-Media-Meetup/>

### Useful resources

If you find other useful sources, be sure to share them.

Facebook: <http://www.pagemodo.com/blog/facebook-page-design-practices-cheat-sheet>

<http://blogs.constantcontact.com/product-blogs/social-media-marketing/better-facebook-content/>

Twitter: <http://socialmediatoday.com/mike-johansson/1324701/twitter-best-practices-brands-infographic>

Pinterest: <http://www.digitalinformationworld.com/2013/06/best-practices-for-pinterest.html>

Instagram: <http://blog.hootsuite.com/instagram-best-practices-brands/>

LinkedIn: <http://socialmediatoday.com/node/1611011>

Tumblr: <http://www.emoderation.com/tumblr-tutorial-for-brands-welcome-to-tumblr> and <http://socialmediatoday.com/emoderation/482391/tumblr-tutorial-brands-part-ii-hands-guide>

The UW library has several books that are available online, such as:

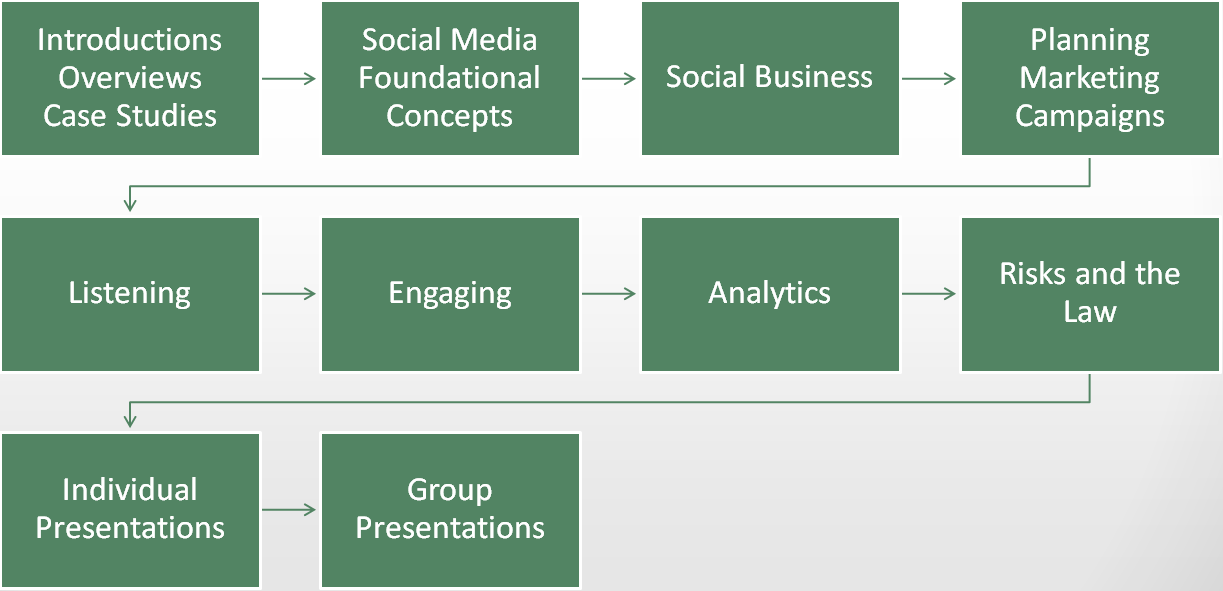
**Tackling Tumblr: Web Publishing Made Simple** by Thord Daniel Hedengren (2011). eISBN 9781119950158.

**Pinfluence: The complete guide to marketing your business with Pinterest** by Beth Hayden (2012). eISBN 9781118414699.

**LinkedIn Marketing: An Hour a Day** by Viveka von Rosen (2012). eISBN 9781118461341

In addition, the library also has books from the “for Dummies” series for many of the social channels.

# Course Map



**WEEKLY SCHEDULE DETAILS (SUBJECT TO CHANGE)**

**Session 1: Introduction, Overviews and Case Studies**

* Class overview, assignments and grading
* 3 Case Studies and Discussion of Lessons Learned

**Session 2: Foundational Concepts**

* Social Media Definitions and Concepts
* Examples of Social Media in Action
* Power of Social Media, Benefits and Risks
* Components of a Social Media Platform
* Elements of a Social Media Strategy
* Creating a Social Media Roadmap - Goals, Objectives, Strategy, Tactics (GOST)

Reading **Red Bold = Mandatory**

* Aaker, Smith & Adler: Foreward, Preface, Introduction, The Dragonfly Body
* Blanchard: Part I, Chapter 1; Part II, Chapter 5.
* Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. Journal of Computer-Mediated Communication, 13(1).
* **Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social Media? Get Serious! Understanding the functional building blocks of social media. Business Horizons, 54(3), 241-251.**
* We’re all connected: The power of the social media ecosystem. Richard Hanna, Andrew Rohm, Victoria L. Crittenden (2011) Business Horizons Volume 54, Issue 3, Pages 265–27
* Resistance is Futile, Christine Lagorio, Inc. Magazine, June – July 2013
* <http://www.inc.com/magazine/201307/christine-lagorio/uber-the-car-service-explosive-growth.html>

**Session 3: Social Business**

* Social Business Concepts
* Case Studies: Camry Effect and Meteor Solutions
* Creating Social Media Campaigns
* Social Media ROI
* Reading **Red Bold = Mandatory**
* Blanchard: Part I, Chapters 2 & 4; Part IV, Chapter 15.
* Social Business: What are companies really doing? Survey Research Report M.I.T. Sloan Management Review and Deloitte Consulting (2012).
* **Social Business: Shifting out of First Gear, David Kiron, Doug Palmer, Ann Nguyen Phillips, Robert Berkman, MIT Sloan Management Review with Deloitte University Press (2013).**

**Session 4: Planning Marketing Campaigns**

* A Model, Framework and Skills required for Social Media Campaign Development.
  + Brand Framework
  + Storytelling
  + Design Thinking Framework
* The Dragonfly Effect
  + Focus + Grab attention, Engage, Take action
* Reading **Red Bold = Mandatory**
* Aaker, Smith & Adler: Wing 1.
* [Stanford Graduate School of Business: How to tell a Story (A):https://gsbapps.stanford.edu/cases/documents/M323A.pdf](https://gsbapps.stanford.edu/cases/documents/M323A.pdf)
* Stanford d.School:  Bootcamp Bootleg: <http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf>
* [Sverdlov, G. (2012).](https://gsbapps.stanford.edu/cases/documents/M323A.pdf)[Global Social Technographics Update 2011: US And EU Mature, Emerging Markets Show Lots Of Activity.](http://blogs.forrester.com/gina_sverdlov/12-01-04-global_social_technographics_update_2011_us_and_eu_mature_emerging_markets_show_lots_of_activity) Forrester.
* **Annabi, H., Sean, T. M., Sarah, P., Paul, A., & Christopher, R. (2012). Guidelines to Align Communities of Practice with Business Objectives: An Application of Social Media. Paper presented at the 45th Hawaii International Conference on System Sciences, Maui, Hawaii.**

**Session 5: Listening**

* Social Media Listening
  + Goals and Insights
  + Gaining Trust
* Influence and Influencers
* Tools and Methodology

Suggested Reading

* Aaker, Smith & Adler: Wing 2.
* Ellison, N. B., Steinfield, C., & Lampe, C. (2011).[Connection strategies: Social capital implications of Facebook-enabled communication practiceshttps://uw.instructure.com/images/preview.pnghttps://uw.instructure.com/images/popout.png](https://uw.instructure.com/courses/768593/files/22442637/download?wrap=1). New Media and Society New Media and Society, 13(6), 873-892.
* The Uninvited Brand. Susan Fournier, Jill Avery (2011) Business Horizons 54, 193-207
* **Jonah Berger and Eric M Schwarz (2011) What Drives immediate and ongoing word of Mouth?**[**Word of mouth.pdf**](https://uw.instructure.com/courses/768593/files/22442755/download?wrap=1)
* Priit Kalas (2012): Free Social Media Monitoring Tools: <http://www.dreamgrow.com/54-free-social-media-monitoring-tools-update-2012/>

**Session 6: Engaging**

* Audience Engagement
* The role and importance of Content
* Content Strategy
* Potential guest speaker – Dominique Barni, Seattle Children’s Hospital

Reading **Red Bold = Mandatory**

Some of the links are to articles posted on slideshare.net.  You will find it easiest to read some of them if you first download these documents.

* Aaker, Smith & Adler: Wing 3, Wing 4. Blanchard: Chapter 2.
* Hincliffe and Kim: Part Two.
* Jonah Berger and Katherine Milkman: [What makes content go viral?](http://www.marketingpower.com/AboutAMA/Documents/JMR_Forthcoming/online_content_viral.pdf)
* How to inspire value-laden collaborative consumer-generated content, Albert M. Muniz Jr, Hope Jensen Schau. Business Horizons (2011) 54, 209-217
* Hunt, C. (2012). [Blogging, a comprehensive beginner’s guide](http://www.sminorgs.net/2012/02/blogging-a-comprehensive-beginners-guide-updated.html)
* **Lieb, R. (2012). Content:**[**The New Marketing Equation, Altimeter Group**](http://www.slideshare.net/Altimeter/content-the-new-marketing-equation)
* Dugan, L. (2012).[7 ways to network more effectively on Twitter](http://www.mediabistro.com/alltwitter/7-ways-to-network-more-effectively-on-twitter_b6587)
* Kanter, B. (2011). [Content Curation Primer](http://www.bethkanter.org/content-curation-101/)

**Session 7: Analytics**

* Using Analytics to drive social media strategy
* Guest speaker: Jennifer Buchanan, Banyan Branch
* Reading **Red Bold = Mandatory**
* Blanchard Part IV
* **Research Report:**[**A Framework for Social Analytics**](http://susanetlinger.wordpress.com/2011/08/10/research-report-a-framework-for-social-analytics/)**by S Ettlinger, Altimeter Group**
* Altimeter Group(2012): Guarding the Social Gates:[The imperative for social media risk management](https://uw.instructure.com/courses/768593/files/22568299/download?wrap=1)
* Lopez, J. (2011). [Social Media SEO Checklist](http://www.seomoz.org/blog/the-social-media-marketers-seo-checklist)
* Kaushik, A. (2011). [Best Social Media Metrics: Conversation, Amplification, Applause, Economic Value](http://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/)
* Dion Hinchcliffe: [How Social Media and Big Data will Unleash What We Know](http://www.zdnet.com/blog/hinchcliffe/how-social-media-and-big-data-will-unleash-what-we-know/1533)

**Session 8: Risk**

* Social Media Risks, Ethics, Governance
* Potential Guest speaker: Kraig Baker

Reading **Red Bold = Mandatory**

* Blanchard: Part III
* **Owyang, J. (2011).**[**Social Business Readiness: How Advanced Companies Prepare Internally.**](http://www.slideshare.net/jeremiah_owyang/social-readiness-how-advanced-companies-prepare)**Altimeter Group**
* Hyatt, J. (2010).[The Ethics of Social Media – Part I: Adjusting to a 24/7 World](https://uw.instructure.com/courses/768593/files/22443860/download?wrap=1). The Ethics of Social Media, Parts 1 and 2. Business Ethics.
* David Navetta (2011) [The Legal Implications of Social Networking, Part One: The Basics](http://www.infolawgroup.com/2011/06/articles/social-networking/the-legal-implications-of-social-networking-the-basics-part-one/)
* David Navetta (2011) [The Legal Implications of Social Networking: Part Two: Privacy](http://www.infolawgroup.com/2011/10/articles/social-networking/the-legal-implications-of-social-networking-part-two-privacy/)
* Julie Brill (2011) [Privacy Implications of Social Media](http://www.ftc.gov/speeches/brill/111207chinaforum.pdf)

**Session 9: Summary of Social Business and Individual presentations**

* **The social enterprise: Building a digitally driven business to gain competitive advantage. MIT Sloan Management Review, Spring 2012**
* Reading **Red Bold = Mandatory**
* Aaker, Smith & Adler: Onward and Upward
* Hinchcliffe and Kim: Part Three
* Burson-Marstellar (2012) Global Social Media Checklist 2012: <http://www.burson-marsteller.com/social/Presentation.aspx>
* Kalyso (2011): [Social Product Innovation Study](https://uw.instructure.com/courses/768593/files/22622891/download?wrap=1)
* Forbes Insights (2012): [Consumer Brand Engagement Study](https://uw.instructure.com/courses/768593/files/22631174/download?wrap=1)
* **The Key to Social Media Success Within Organizations, Quy Huy and Andrew Shipilov, MIT Sloan Management Review, Fall 2012**

**Session 10: Group Presentations**

Final presentations on each social media channel.

# List of Topics to begin discussions

The list of ideas below may help you to start thinking about the social media topics that could be of interest to your cohort. Use these as a way to get started, to let your cohort know the sorts of topics that you hope the community will engage on. By beginning these discussions, you can engage in discussions and build relationships with your audience – your classmates with whom you hope to build a community.

1. How effective are infographics in visualizing large amounts of data. What are some examples of interesting infographics, relating to social media?
2. Social Presence Management tools: What criteria should be considered in selecting the appropriate tool(s) for your organization? Identify tools, compare and contrast their features, functionality, deployment models and business models, for example, Hootsuite, XeeMe, Tweetdeck, Seesmic.
3. The sheer volume of digital content is amazing and terrifying. How can social media and content creation tools as a way to organize and stay on top of topics of interest. What tools are available, how do they work?
4. Engagement: What are some recent examples of engaging content? What made this content engaging?
5. Engagement: What was the last movie you saw or book you read that you most enjoyed? What got your attention and kept it? What kind of motivator is most likely to grab your attention and hold it?
6. What is the role of influencers in social media? How do social media help trends develop?
7. Is Social Media the future of advertising? Discuss the ad platforms of the different social channels.
8. Explore the role social media has played in enabling broad topics of societal interest. Choose from topics such as energy, national elections, the occupy movement. How effective were they? Include examples of planned vs organic/grass roots efforts and compare them.
9. What are the privacy and security repercussions of social media? Are we sharing too much information? Is what we share on social media whether knowingly or inadvertently and what we click, putting our security and privacy at risk?
10. What is behind the incredible success of virtual goods? What implications does it have for the future of online business models?
11. In 2012, social media was fully integrated into events such as Grammy Awards and the Super Bowl. What were some interesting ways brands leveraged social media during these events? What does this augur for the future of online advertisement? For audience engagement?
12. Lady Gaga launched her own social networking site, LittleMonsters, in an effort to build a community of fans. Use this site to describe how to build a thriving community site. How does this site build on Lady Gaga’s social media strategy?
13. Find examples of the best multi-channel marketing campaigns. Why were those channels selected, how successful were they, what are the major lessons learned?
14. What makes a video go viral? What are the ingredients to increasing community engagement in video marketing campaigns?
15. Explore the use of crowdsourcing use in marketing/sales, product design/innovation or other creative ways organizations leverage crowdsourcing.
16. How has social media impacted journalism?
17. Should social media be used in emergencies? What are some pros and cons?
18. How effective is social media in political activism?
19. Present case studies on how online communities can add value. Choose any industry verticals from the fields of High Tech, Healthcare, Media, Financial Services, Travel, Real Estate, or Academia or Non-profits or Government organizations or Libraries. How do they engage their audiences? What kinds of customer insights can online communities provide?
20. Social Media Policies: Overview examples of social media policies and guidelines from Enterprise, SMB, Non-Profit, Government. What requirements emerge? What are some best practices?
21. Create a multi-media document of case studies of engaging content, cross linking multiple social media platforms e.g., Facebook, Blogs, Website, Twitter, Flickr, Instagram, Tumblr, LinkedIn
22. Top 5 Blogs: Find the 4 top rated blogs for 2013 using blog search tools. Present a critical analysis of each blog, including quality of content, engagement, design, calls to action, etc.
23. Social Media Dashboards: What tools are available to enable businesses to build a “dashboard”, to enable listening to multiple conversations or social streams? Identify “fee”, “free” and “freemium” tools.

# Social Media Completion Document

Student Name:

Email-id:

|  |  |  |
| --- | --- | --- |
| Activity | Student name: URL | Comments |
| Example Facebook Profile  Facebook Profile  Tumblr Profile | Example Mari Smith: <https://www.facebook.com/marismith/info>  Brian Solis: <https://www.facebook.com/BrianSolis/about>  Brian Solis: <http://briansolis.tumblr.com/> |  |
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